FIRST SEMESTER B.A. DEGREE EXAMINATION, JANUARY 2014

(UG—CCSS)

Mass Communication—Complementary Course

JCC IC 01—INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time Three Hours   Maximum : 30 Weightage

I. **Give** *one* **word answer. Each question carries** $^{1}/_{4}$ **weightage**

1 Label	2 Podcast
3 Online Edition	4 Community Radio
DTH	6 Al-Jaseera
7 Mute	8 Newscaster.
9 Google	10 TAM.
11 Slug line	12 Dry run.

(12 x $^{1}/_{4}$ = 3 weightage)

II. **Give** *one* **line answer to the following :-**

13 Dynamic range	14 Whip pan.
15 Feedback	16 Editorial.
17 Fortnightly	18 SCMR.
19 Soap Opera	20 News Feature.
21 Sub Editor.	

(9 x 1 = 9 weightage)

III. **Give short essay type answers to any** *five* **questions**

22 Do journalists need a code of ethics ?

23 Explain Article 19 (1) of Indian Constitution.

24 What is Social media and how it helps public ?

25 Explain Mass Communication with examples.

26 Analyze any *one* of the regular columns appearing in national newspapers.

27 What is cyber law ?

28 Public service radio should exist in India. Do you agree with this statement ?

(5 x 2 = 10 weightage)

Turn over

ive essay type answers to any *two* questions

2. R model of communication.

3. Do Elaborate your views
with suitable examples

31 Describe the strengths of Radio and Television.

(2 × 4 = weightage)